

## AMENDMENTS

**In the claims, please amend the claims as follows:**

1-23. (cancelled)

24. (currently amended) A method comprising the steps of:

initiating a telecommunications network trigger based upon a menu code dialed from an originating party, the menu code including at least one of “\*M” or “#M”; and

providing a menu of a plurality of telecommunications options corresponding to telecommunications network services, the menu provided in response to the telecommunications network trigger;

wherein the plurality of telecommunication options includes a first option to initiate a conference call, a second option to initiate an automatic call back, a third option to initiate call forwarding, a fourth option to deactivate call waiting, a fifth option to block caller identification, a sixth option to report information, a seventh option to speak to a service representative, an eighth option for directory assistance, and a ninth option to receive a product.

25. (original) The method of claim 24 wherein the telecommunication network trigger includes an advance intelligent network (AIN) trigger.

26. (cancelled)

27. (original) The method of claim 24 further comprising the steps of:

receiving a selection from the originating party; and

performing an action based upon the selection.

28. (original) The method of claim 27 wherein the action includes routing the call based upon the selection.

29. (original) The method of claim 27 wherein the action includes translating the selection to

a service code.

30. (currently amended) A system comprising:

a network element to provide a menu of a plurality of telecommunication options corresponding to telecommunications network services, the menu provided in response to a telecommunication network trigger, the telecommunications network trigger based upon a menu code dialed from an originating party, the menu code including at least one of “\*M,” “#M” or combinations thereof;

wherein the plurality of telecommunication options includes a first option to initiate a conference call, a second option to initiate an automate call back, a third option to initiate call forwarding, a fourth option to deactivate call waiting, a fifth option to block caller identification, a sixth option to report information, a seventh option to speak to a service representative, an eight option for directory assistance, and a ninth option to receive a product.

31. (original) The system of claim 30 wherein the network element comprises an intelligent peripheral.

32. (original) The system of claim 30 wherein the telecommunication network trigger includes an advanced intelligent network (AIN) trigger.

33. (cancelled)

34. (original) The system of claim 30 wherein the network element is operative to receive a selection from the originating party, and to perform an action based upon the selection.

35. (original) The system of claim 34 wherein the action includes routing the call based upon the selection.

36. (original) The system of claim 34 wherein the action includes translating the selection to

a service code.

37-38. (cancelled)